CORPORATE CULTURE

Apple experienced unusual growth in its first decade while bringing to market highly innovative and breakthrough products. In only its second year, Apple was recognized as one of the fastest growing companies in America. In 1983, it became the youngest company to enter the Fortune 500 at number 411, and in 1986 it had achieved Fortune 200 classification. Yet Apple continued to maintain one of the highest revenue-per-employee ratios in the personal computer industry. The average age of employees during this period was under 30.

This kind of growth, innovation, employee enthusiasm and lean organization structure is possible because of a corporate culture that made Apple an unusual place to work.

Apple's identity is based on three important ideas:

(1) Create great personal computer products. One person, one computer is still Apple's vision. As a company its purpose is to bring technology to individuals and make it easily accessible and affordable.

(2) Have a passion for changing the world. Apple wants to make personal computers a way of life in work, education and the home. It wants to be a catalyst for improving the way things are done.

(3) Build an exciting environment. The company wants to make working at Apple a fun, rewarding and exciting experience. Openness, shared vision and a freedom to learn characterize the environment.

Apple's corporate culture fosters creativity, rewards achievement and responsible risk taking, promotes innovation and encourages people to make a difference. The company believes in the strength of teamwork and working as a team, Apple seeks to be a corporate leader and do things that have never been done before. The company is dedicated to making the world a better place to live through its products that extend a person's ability to work, learn, create and communicate.

> Ten years ago, most letters were written on a typewriter. Most records were kept in file cabinets. Most financial data was confined to the accountant's office. And most people had never seen a computer--let alone imagined they would ever use or own one.
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> Apple, more than any other company in the world, helped to change all that. If it's hard now to imagine a business or a school without personal computers, it's impossible to imagine personal computers without Apple.
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> -- "So Far, The First Ten Years of A Vision"